



**AN ANALYSIS OF MICRO STRUCTURAL LEVEL  
ON BILL GATES' SPEECH SCRIPT  
AT HARVARD UNIVERSITY IN 2007**

**By  
NURUL INDAH SETYA NINGRUM  
NIM 200932062**

**ENGLISH EDUCATION DEPARTMENT  
TEACHER TRAINING AND EDUCATION FACULTY  
MURIA KUDUS UNIVERSITY  
2013**



**AN ANALYSIS OF MICRO STRUCTURAL LEVEL  
ON BILL GATES' SPEECH SCRIPT  
AT HARVARD UNIVERSITY IN 2007**

**SKRIPSI**

**Presented to the University of Muria Kudus  
in Partial Fulfillment of the Requirements for Completing  
the Sarjana Program in English Education**

**By  
NURUL INDAH SETYA NINGRUM  
NIM 200932062**

**ENGLISH EDUCATION DEPARTMENT  
TEACHER TRAINING AND EDUCATION FACULTY  
MURIA KUDUS UNIVERSITY**

## 2013 MOTTO AND DEDICATION

### Motto:

- ❖ *“... And it may be that you dislike a thing, which is good for you and that you like a thing, which is bad for you. Allah knows but you do not know.”  
(QS. 02: 216)*
- ❖ *Nothing is easy but nothing is impossible because Allah is always with me.*

### Dedication:

This skripsi is dedicated to:

- ❖ *Allah SWT the Almighty and my prophet Muhammad SAW.*
- ❖ *My beloved Parents (Mr.Ali Mahmudi & Mrs.Shofiyah) who always give me love, pray, and support.*
- ❖ *My beloved brother (Mohammad Ali Sofian Setyo Aji) who always supported me when he was still alive.*
- ❖ *My beloved best friends who always support me.*
- ❖ *All of my friends and lecturers in EED and Everyone who appreciate knowledge and education.*

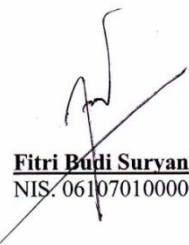


### ADVISORS' APPROVAL

This is to certify that the Skripsi of Nurul Indah Setya Ningrum (NIM. 2009-32-062) has been approved by the Skripsi Advisors for further approval by the Examining Committee.


Kudus, September 7<sup>th</sup> 2013

Advisor I





**Fitri Budi Suryani, S.S., M.Pd**  
NIS. 0610701000001155

Advisor II



**Drs. Suprihadi, M.Pd.**  
NIP. 195706161984031015

Acknowledged by  
The Faculty of Teacher Training and Education  
Dean,



**Dr. Drs. Slamet Utomo, M.Pd**  
NIP. 19621219-198703-1-001

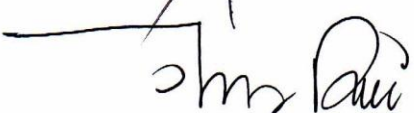
## EXAMINERS' APPROVAL

This is to certify that the Skripsi of Nurul Indah Setya Ningrum (2009-32-062) has been approved by the Examining Committee as a requirement for the Sarjana Degree of English Education


Kudus, September 21<sup>th</sup>, 2013  
Skripsi Examining Committee

  
**Fitri Budi Suryani, S.S. M.Pd.**  
NIS. 0610701000001155

Chairperson

  
**Drs. Supriyadi, M.Pd.**  
NIP. 195706161984031015

Member

  
**Atik Rokhayani, S.Pd, M.Pd**  
NIS. 0610701000001207

Member

  
**Mutohhar, S.Pd, M.Pd**  
NIS. 0610701000001204

Member

Acknowledged by  
The Faculty of Teacher Training and Education  
Dean,

  
**Dr. Slamet Utomo, M.Pd**  
NIP. 19621219-198703-1-001





## ACKNOWLEDGEMENT

Alhamdulillah, glory to Allah SWT the Almighty, the Lord of Universe that blesses me with health and tremendous power in accomplishing the skripsi entitled “*An Analysis of Micro Structural Level on Bill Gates’ Speech Script at Harvard University in 2007*”. However, the completion of this skripsi could not be achieved without assistance of others. In this opportunity, I would like to express my gratitude to:

1. Dr.Drs.Slamet Utomo, M.Pd as Dean of Faculty Teacher Training and Education.
2. Diah Kurniati, S.Pd.,M.Pd as the head of English Education Department Teacher Training and Education Faculty of Muria Kudus University.
3. Fitri Budi Suryani, S.S., M.Pd as my first advisor and Drs. Suprihadi, M.Pd as my second advisor who already gives me valuable input, guidance, and correction in writing this skripsi.
4. All of the lecturers and staff of English Education Department.
5. My beloved family who has given love, attention, prayers, and spirit to me.
6. All of my beloved friends and anyone who always encourages and prays to me.

Finally, there is no beautiful word that I tell again, except thank you very much. Hopefully this skripsi will be useful for everyone.

Kudus, September 7<sup>th</sup> 2013

Nurul Indah Setya Ningrum

## ABSTRACT

Ningrum, Nurul Indah Setya. 2013. *An Analysis of Micro Structural Level on Bill Gates' Speech Script at Harvard University in 2007*. Skripsi: English Education Department, Teacher Training and Education Faculty, Muria Kudus University. Advisors: (1) Fitri Budi Suryani, S.S, M.Pd, (2) Drs. Supriyadi, M.Pd

Keywords: *Micro Structural Level, Discursive Tactics, Bill Gates' Speech Script at Harvard University in 2007*

As a part of social community who produces meaning, people always have necessary to convey the message among them. Consequently, they need to communicate to others. It could be by delivering a speech; speech is a formal talk that a person gives to an audience. For people with a certain purpose, speech is not merely speech. They have to consider what, when, where, why, and how they are going to speak correctly. Thus, people, certainly, need a tactic to deliver their speech. Here, discursive tactics on micro structural level of critical discourse analysis can be used as the tactic to influence other people in order their goals can be realized.

This research aims to identify the kinds of discursive tactics of micro structural level found on Bill Gates' speech script at Harvard University in 2007 and to describe the interpretations of discursive tactics of micro structural level used on Bill Gates' speech script at Harvard University in 2007.

The design of this research is qualitative research and uses a content analysis as the form of qualitative data analysis. The data of this research are clause of discursive tactics of micro structural level found in Bill Gates' speech script at Harvard University in 2007. The data source of this research is Bill Gates' speech script at Harvard University in 2007. The data source is taken by downloading from the site: <http://www.gatesfoundation.org/Media-Center/Speeches/2007/06/BillGates-Harvard-Commencement>.

The result of this research shows that there are 600 discursive tactics of micro structural level on Bill Gates' speech script at Harvard University in 2007. Those total numbers cover types of discursive tactics, they are 189 pronouns (31,5%), 67 generalizations (11,1%), 8 intensifiers (1,3%), 13 trivializing words (2,2%), 106 discourse markers (17,5%), 21 sensory words (3,5%), 113 noun phrases (18,8%), 14 verb phrases (2,3%), 7 discourse markers (1,6 %), 29 temporal sentences (4,7%), 16 passive voices (2,7%), 15 rhetorical questions (2,3%), and 3 sentential repetitions (0,5%). It means that Bill Gates uses discursive tactics of micro structural level in his speech at Harvard University in 2007 to influence and convince the audiences, especially for graduates for more caring with social problems around the world after they graduate from Harvard University.

I suggest the students to apply discursive tactics of micro structural in their speech to make it more convince and can reach their goals in delivering speech.



Hopefully, teachers can motivate their students to use discursive tactics of micro structural level not only on their speech but also on their daily communication.



## ABSTRAKSI

Ningrum, Nurul Indah Setya. 2013. *Analisis Mikro Struktural Level pada Skrip Pidato Bill Gates di Universitas Harvard Tahun 2007*. Skripsi: Jurusan Pendidikan Bahasa Inggris, Fakultas Keguruan dan Ilmu Pengetahuan, Universitas Muria Kudus. Pembimbing: (1) Fitri Budi Suryani, S.S, M.Pd, (2) Drs. Supriyadi, M.Pd

Kata kunci: *Mikro Struktural Level, Taktik Diskursif, Skrip Pidato Bill Gates di Universitas Harvard Tahun 2007*

Sebagai bagian dari komunitas sosial yang menghasilkan makna, orang perlu harus selalu menyampaikan pesan diantara mereka. Sebagai konsekuensinya, mereka harus berkomunikasi satu sama lain. Salah satunya dapat disampaikan melalui pidato; pidato merupakan ungkapan formal yang disampaikan seseorang kepada para hadirin. Untuk orang dengan tujuan tertentu, pidato tidaklah melulu hanya pidato. Mereka harus mempertimbangkan apa, kapan, dimana, mengapa dan bagaimana mereka akan berbicara dengan tepat. Sehingga, mereka pasti membutuhkan taktik untuk menyampaikan pidato mereka. Di sini, taktik diskursif pada mikro structural level dari analisis wacana kritis dapat digunakan sebagai taktik untuk mempengaruhi orang agar tujuan dan sasaran mereka dapat dicapai.

Tujuan dari penelitian ini adalah untuk mengidentifikasi jenis-jenis *taktif diskursif* yang ditemukan pada skrip pidato Bill Gates di Universitas Harvard tahun 2007 dan menggambarkan interpretasi dari *taktif diskursif* yang digunakan pada skrip pidato Bill Gates di Universitas Harvard tahun 2007.

Desain penelitian ini adalah penelitian kualitatif dan menggunakan analisis isi sebagai bentuk analisis data kualitatif. Data penelitian ini adalah klausa *taktif diskursif* yang ditemukan pada skrip pidato Bill Gates di Universitas Harvard tahun 2007. Sumber data penelitian ini adalah skrip pidato Bill Gates di Universitas Harvard tahun 2007. Sumber data diambil dengan mengunduh dari situs: <http://www.gatesfoundation.org/Media-Center/Speeches/2007/06/BillGates-Harvard-Commencement>.

Hasil penelitian ini menunjukkan bahwa ada 600 taktif diskursif dari mikro struktural level pada skrip pidato Bill Gates di Universitas Harvard tahun 2007, yaitu 189 *pronouns* (31,5%), 68 *generalizations* (11,1%), 8 *intensifiers* (1,3%), 13 *trivializing words* (2,2%), 106 *discourse markers* (17,5%), 21 *sensory words* (3,5%), 113 *noun phrases* (18,8%), 14 *verb phrases* (2,3%), 7 *discourse markers* (1,6 %), 29 *temporal sentences* (4,7%), 16 *passive voices* (2,7%), 15 *rhetorical questions* (2,3%), dan 3 *sentential repetitions* (0,5%). Hal tersebut berarti Bill Gates menggunakan taktif diskursif dari mikro structural level pada pidatonya di Universitas Harvard tahun 2007 untuk mempengaruhi dan meyakinkan hadirin, khususnya para wisudawan-wisudawati untuk lebih peduli terhadap masalah sosial di dunia setelah mereka diwisuda dari Universitas Harvard.

Saya menyarankan peserta didik agar mengaplikasikan taktik diskursif dari mikro struktural level dalam pidato mereka sehingga pidato yang mereka

sampaikan akan lebih mudah dipahami dan memiliki kekuatan untuk mempengaruhi hadirin. Diharapkan guru juga dapat memotivasi siswanya untuk menggunakan taktik diskursif tidak hanya pada pidato tetapi juga dalam aktivitas berkomunikasi sehari-hari.



## TABLE OF CONTENTS

<b>COVER</b> .....	i
<b>LOGO</b> .....	ii
<b>TITLE</b> .....	iii
<b>MOTTO AND DEDICATION</b> .....	iv
<b>ADVISORS' APPROVAL</b> .....	v
<b>EXAMINERS' APPROVAL</b> .....	vi
<b>ACKNOWLEDGEMENT</b> .....	vii
<b>ABSTRACT</b> .....	viii
<b>ABSTRAKSI</b> .....	ix
<b>TABLE OF CONTENTS</b> .....	xi
<b>LIST OF TABLES</b> .....	xv
<b>LIST OF APPENDICES</b> .....	xvi

### **CHAPTER I INTRODUCTION**

1.1 Background of the Research.....	1
1.2 Statement of the Problem .....	4
1.3 Objective of the Research.....	4
1.4 Significance of the Research .....	5
1.5 Scope of the Research .....	6
1.6 Operational Definition.....	6

### **CHAPTER II REVIEW TO RELATED LITERATURE**

2.1 Discourse.....	7
2.1.1 Discourse Analysis.....	8
2.1.2 Critical Discourse Analysis .....	10
2.2 Some Models of Critical Discourse Analysis .....	12
2.2.1 Norman Fairclough's Model of Critical Discourse Analysis .....	13
2.2.2 Teun A. Van Dijk's Model of Critical Discourse Analysis.....	14

2.3 Speech .....	20
2.4 Script .....	22
2.5 Biography of Bill Gates .....	23
2.6 Review of Previous Research .....	24
2.7 Theoretical Framework .....	25

### **CHAPTER III METHOD OF THE RESEARCH**

3.1 Design of the Research .....	26
3.2 Data and Data Source .....	26
3.3 Data Collecting .....	27
3.4 Data Analysis .....	28

### **CHAPTER IV FINDING OF THE RESEARCH**

4.1 The Discursive Tactics of Micro Structural Level Found on Bill Gates' Speech Script at Harvard University in 2007 .....	31
4.2 The Interpretation of Discursive Tactics of Micro Structural Level Found on Bill Gates' Speech Script at Harvard University in 2007 .....	58



## CHAPTER V DISCUSSION

### 5.1 The Discursive Tactics of Micro Structural Level Found on

Bill Gates' Speech Script at Harvard University in 2007 .....	61
5.1.1 Discursive Tactics on Word Structure .....	62
5.1.1.1 Pronoun.....	62
5.1.1.2 Generalization .....	63
5.1.1.3 Intensifier.....	64
5.1.1.4 Trivializing Word.....	64
5.1.1.5 Sensory Word.....	65
5.1.1.6 Discourse Marker.....	66
5.1.2 Discursive Tactics on Phrasal Structure.....	66
5.1.2.1 Noun Phrase.....	66
5.1.2.2 Verb Phrase.....	67
5.1.3 Discursive Tactics on Oral Structure .....	68
5.1.3.1 Discourse Marker .....	68
5.1.3.2 Ungrammatical Sentence .....	69
5.1.4 Discursive Tactics on Sentential Structure.....	69
5.1.4.1 Temporal Sentence .....	69
5.1.4.2 Passive Voice .....	70
5.1.4.3 Rhetorical Question.....	71
5.1.4.4 Sentential Repetition .....	72

## 5.2 The Interpretation of Discursive Tactics of Micro Structural Level

Found on Bill Gates' Speech Script

at Harvard University in 2007 ..... 72

## CHAPTER VI CONCLUSION AND SUGGESTION

6.1 Conclusion ..... 75

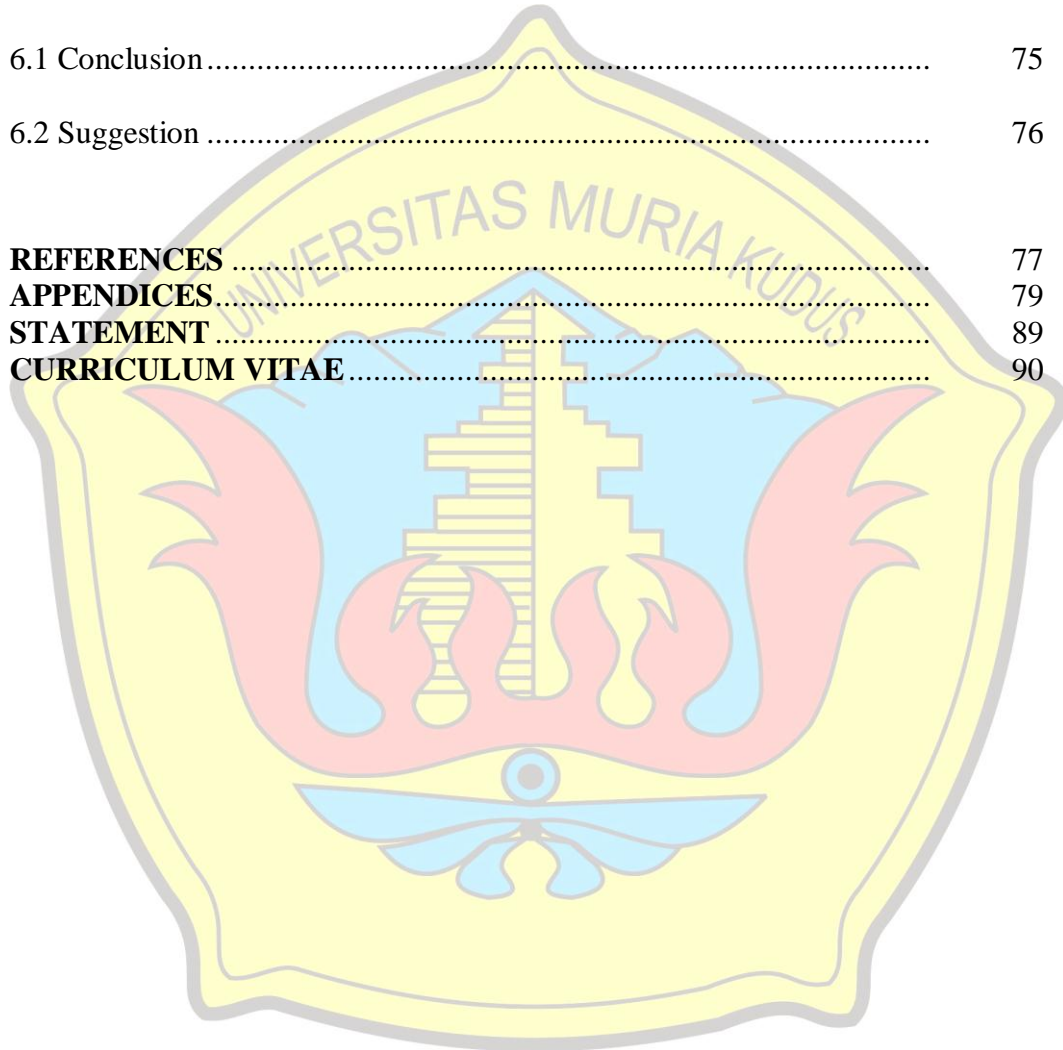
6.2 Suggestion ..... 76

**REFERENCES** ..... 77

**APPENDICES** ..... 79

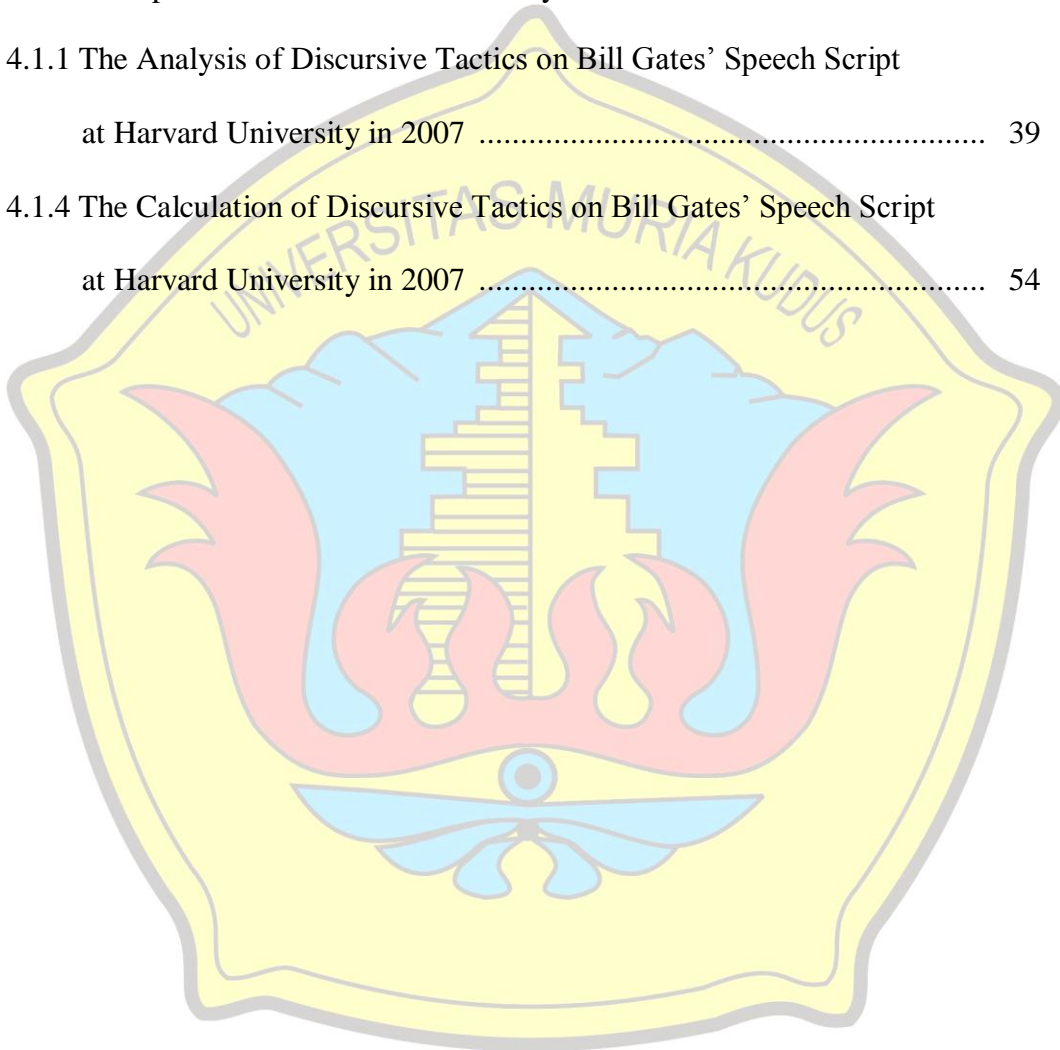
**STATEMENT** ..... 89

**CURRICULUM VITAE** ..... 90



## LIST OF TABLES

Table	Page
2.2.2.1 Critical Discourse Analysis Introduced by Teun A. Van Dijk .....	15
2.2.2.2 Discursive Tactics on Micro Structural Level .....	23
3.4.1 Example of Discursive Tactics Analysis .....	26
4.1.1 The Analysis of Discursive Tactics on Bill Gates' Speech Script at Harvard University in 2007 .....	39
4.1.4 The Calculation of Discursive Tactics on Bill Gates' Speech Script at Harvard University in 2007 .....	54



## LIST OF APPENDIC

Appendix	Page
1. The Script of Bill Gates' Speech at Harvard University in 2007 on Commencement Event .....	80

